

East Asian Sports Economy: Market Shifts, Sponsorship Dominance, and Em

East Asian Sports Economy · Answer Key · 17 Questions

1. Which East Asian country's esports market is projected to experience the fastest growth in revenue between 2025 and 2030, with a CAGR of approximately 22.7%?

- A) China
- B) South Korea**
- C) Japan
- D) Taiwan

2. In the Japanese J.League, what was the primary driver for the projected increase in ordinary income for FY2024, despite an overall budget deficit in FY2024?

- A) Increased merchandise sales
- B) Growth in international player transfers
- C) Expected increase in revenue from public broadcasting rights fees**
- D) Higher ticket sales due to stadium upgrades

3. According to data from KB Kookmin Card, what was the average percentage increase in sales for businesses surrounding South Korean professional baseball stadiums on game days in early 2024?

- A) 50%
- B) 70%
- C) 90%**
- D) 110%

4. What is the projected market value for China's outdoor sports industry by the end of 2025, according to research institutions cited in September 2025?

- A) 1 trillion yuan
- B) 2 trillion yuan
- C) 3 trillion yuan**
- D) 4 trillion yuan

5. Which revenue stream was the largest in the South Korean esports market in 2024, accounting for approximately 48.26% of the market revenue?

- A) Media Rights
- B) Merchandise & Tickets
- C) Sponsorship**
- D) Advertising

6. In 2023, what was the total value of football sponsorship in Asia, representing a small fraction of the global football sponsorship market?

- A) US\$1.4 billion**
- B) US\$10 billion
- C) US\$58 billion
- D) US\$100 billion

7. What is the projected total scale of China's sports industry by 2030, as set by recent government guidelines?

- A) 3 trillion yuan (US\$422 billion)
- B) 5 trillion yuan (US\$700 billion)
- C) 7 trillion yuan (US\$980 billion)**
- D) 10 trillion yuan (US\$1.4 trillion)

8. Which segment of the Japan sports technology market was the largest revenue generator in 2023?

- A) Analytics & Statistics
- B) Esports
- C) Smart Venues**
- D) Wearable Devices

9. As of 2024, what percentage of the global esports market size did South Korea hold?

- A) 1.1%**
- B) 3.2%
- C) 6.1%
- D) 10.5%

10. In the KBO League in 2024, what was the primary reason cited for the increase in attendance, particularly among the MZ generation?

- A) Introduction of the Automatic Ball-Strike System**
- B) Lower ticket prices
- C) Improved stadium facilities
- D) Increased media coverage of rivalries

11. Which category of brands demonstrated the most significant gains in Asian football sponsorship over recent years, alongside Financial Services and Apparel?

- A) Automobile
- B) Technology and Gambling**
- C) Telecommunications
- D) Food and Beverage

12. What is the projected growth rate (CAGR) for the South Korean gaming market from 2025 to 2030?

- A) 6.1%
- B) 10.5%**
- C) 22.7%
- D) 24.85%

13. In 2025, what was the projected market value for the sports analytics market in Japan, with an estimated CAGR of around 15% over the next five years?

- A) US\$1 billion
- B) US\$1.5 billion**
- C) US\$1.8 billion
- D) US\$2.7 billion

14. What was the total attendance for the J.League in fiscal year 2024, marking an all-time high?

- A) 10 million
- B) 12.89 million**
- C) 15 million
- D) 20 million

15. Which Chinese companies accounted for more than one-third of the 13 top-tier sponsors at the UEFA European Championship in Germany in 2024?

- A) Alipay+, Hisense, AliExpress, Vivo, BYD**
- B) Tencent, Alibaba, Huawei, Xiaomi, Lenovo
- C) Sinopec, PetroChina, COSCO, China Mobile, State Grid
- D) Baosteel, SAIC Motor, Geely, CRRC, China National Petroleum

16. What was the total revenue of the 10 KBO teams in 2024, showing an increase from the previous year?

- A) 614.7 billion won
- B) 637.5 billion won
- C) 682.5 billion won**
- D) 77.1 billion won

17. The Asia-Pacific spectator sports market is projected to grow at a CAGR of approximately 6.21% from 2025 to 2033. Which sport dominates the market share, particularly in India?

- A) Soccer
- B) Baseball
- C) Cricket**
- D) Badminton